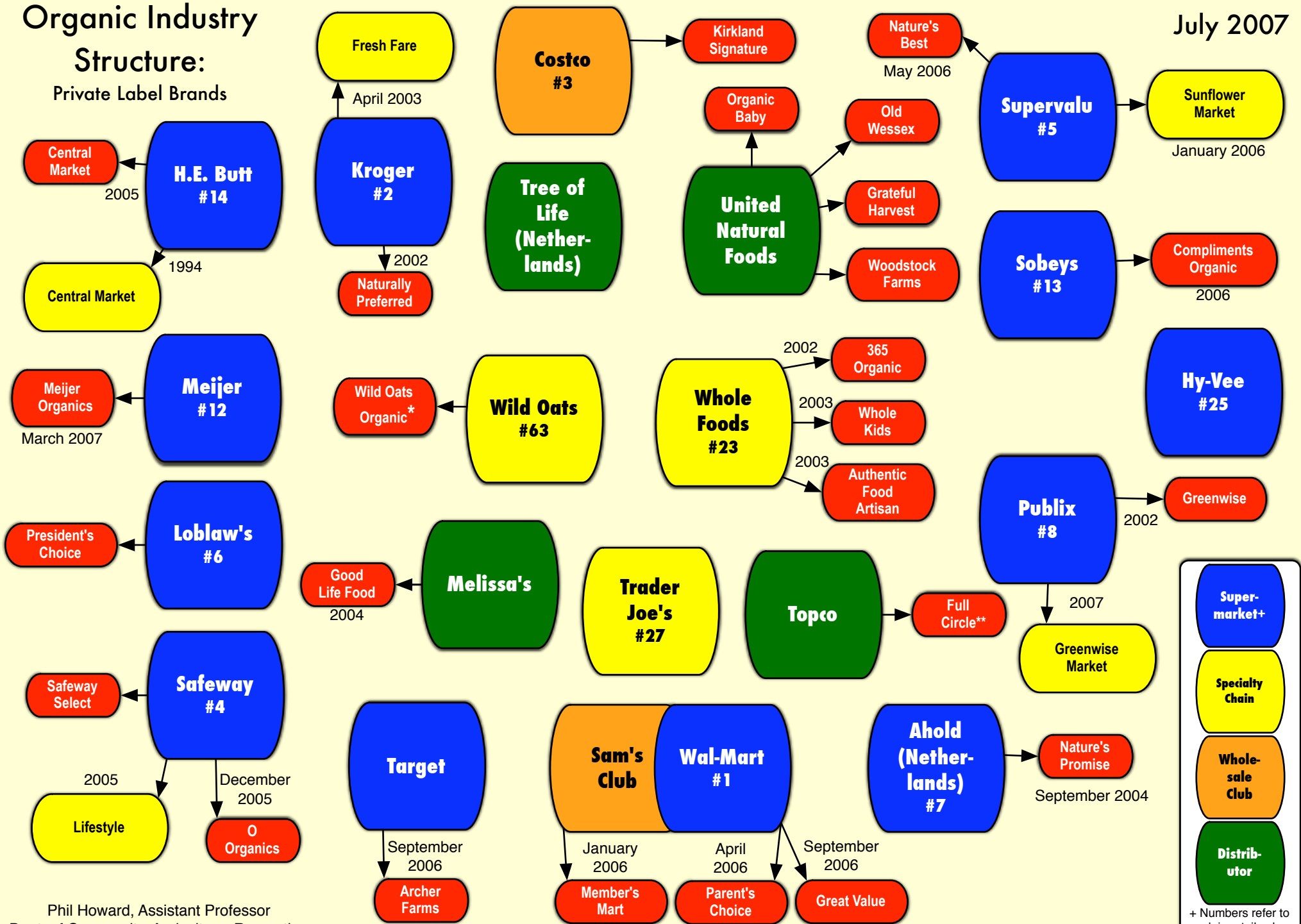


Organic Industry

Structure:

Private Label Brands

July 2007



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*Wild Oats private label is also sold by Ahold (#7, which includes Giant, Stop & Shop, and Peapod), Pathmark (#31), and Price Chopper (#38).

**Full Circle is sold at 23 supermarket chains that are cooperative members of Topco.

+ Numbers refer to rank in retail sales according to Supermarket News, 2007